



Quick Notes

from the Idaho Office of Highway Safety

June 11, 2012

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Fatalities for 2012 = 68

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

Okay, here goes, I am going to date myself. Many (many, many) years ago my parents woke up on an early June morning and I am sure probably looked at each other and over their cup of coffee choked those immortal words of “Oh my god, he is heading off to drivers training today.” Indeed, on that glorious Monday, with my friends John, Wayne, and Tony we jumped on our bicycles at 7:00 am and pedaled off for Borah High School with a huge smile knowing our freedom offered by a driver’s license was just weeks away. The classroom portion bored us, but the *behind the wheel* experience thrilled us and that is where I learned the most. In Idaho at this time of my life you could drive at age 14 (daylight only) and I was king of my out-of-state cousins who had to wait until 16 or even 18 in order to secure that magic hunk of plastic know as a driver’s license. I could not imagine growing so old in order to get a driver’s license. Please keep in mind cell phones and texting at this time were only thoughts of imagination on episodes of *Star Trek*.

Now fast forward to 2012. In news that ought to relieve parents, the death rate of teenage drivers has fallen steadily and dramatically in the United States since 1996, when states began enacting graduated driver licensing laws. According to recent research many deadly crashes involving teenage drivers between 1996 and 2010, the last year for which complete data was available, were attributed to those drivers’ inexperience *behind the wheel*.

Graduated driver-licensing programs introduce driving privileges little by little, with the intention of minimizing potential distractions to new drivers and to shield them from high-risk situations like driving at night and with passengers from their age group. Earlier research performed indicate that states with the strongest laws experienced the biggest reductions in fatal crashes among drivers aged 15 to 17 years old compared with states with weaker programs or laws.

The death rate, which was based on 15-to-17-year-old drivers involved in fatal crashes per 100,000 teenagers, fell 68 percent for 16-year-old drivers. The downward trend continued for other teenagers, with a decline of 59 percent for 17-year-olds, 52 percent for 18-year-olds and 47 percent for 19-year-olds. And nationwide for the first time since 1996 the death rate among 16-year-old drivers fell below that of driver’s age 30 to 59. This is of great hope.

I am sure today parents still wake up with the “Oh my god” moment as their kids transition into the drivers of tomorrow, but overall the news of safety is encouraging for those getting their driver’s license for the first time. The culture of highway safety at an early age will serve us well as we do continue to move “Towards Zero Deaths” in Idaho.

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2012 Impaired-Driving Crackdown Campaign Material Now Available

**Campaign Covers the End-of-Summer/Back-to-School/Labor Day Weekend,
August 15 to September 3.**

Summer may not actually be here, but that doesn't mean it isn't time to start planning for our major annual event that marks its end: the 2012 Impaired-Driving Crackdown, the nationwide high-visibility campaign that covers the three weeks that culminate with Labor Day weekend.

You can find all the campaign material on our Web site at www.trafficsafetymarketing.gov – TV ads in English and Spanish, new banner and poster ads, earned media (e.g., sample press releases, talking points, a fact sheet, and law enforcement specific op-eds,) social media tips and more. We've included everything you will need to support your State and community efforts to crack down on impaired driving and save more lives.



The Roadway Safety Foundation(RSF) is a 501(c)(3) nonprofit educational and charitable organization chartered in 1995 by the American Highway Users Alliance. The Foundation's predecessor organization, the Automotive Safety Foundation, dates back to 1937 when it was created by automobile and allied industries to coordinate highway safety activities and place the industry effort on a permanent basis. Later in 1966 The Highway Safety Act of 1966 established the National Highway Program Safety Standards, laying the groundwork for federal-state-private sector partnership in traffic accident reduction. Since then, RSF has worked with private- and public-sector safety partners to reduce the fatalities attributed to roadway conditions which currently number over 33,000.



Our mission is to reduce the frequency and severity of motor vehicle crashes, injuries, and fatalities through improvements to roadway systems and their environment.

Recognize, React, Recover DVD: This 17-minute DVD focuses on using rumble strips to prevent run-off-the-road crashes. Through six modules, audiences are introduced to the causes and consequences of run-off-the-road crashes, hear real-life stories of ROR crash victims, and learn about the lifesaving - and cost-effective - benefits of implementing rumble strips as a crash countermeasure. In addition, professional drivers offer valuable tips on how to react appropriately in the event of a roadway departure, making this a valuable resource for novice and experienced drivers

alike. Additional materials are provided on the disc, including a PSA archive, Flash-animated driving tips, and PDFs of traffic safety reports and brochures on pavement edge drop-offs and tire safety. To order this DVD free of charge or other RSF materials, please contact us at **202.857.1228** or info@roadwaysafety.org.



Using **Rumblestrips** to prevent run-off-the-road crashes

Texting and Summer Driving are the Focus of New AASHTO Video

Summer is the deadliest time of year for teen drivers and, as Americans hit the road this Memorial Day holiday, the American Association of State Highway and Transportation Officials (AASHTO), is launching a new video, [Teen Driving in America: A Look Behind the Wheel](#), to raise awareness about the increased risks teen drivers face each summer.

"State departments of transportation are in the business of building and maintaining the nation's transportation infrastructure," said John Horsley, AASHTO executive director. "It's up to each individual driver to use these systems safely, however. Hopefully, videos like this one can help young drivers and their parents learn the facts and locate resources to keep everyone safe."

According to the National Highway Traffic Safety Administration, 422 teens die in traffic crashes during each of the summer months between Memorial Day and Labor Day, as compared to a monthly average of 363 teen deaths during the non-summer months.

One factor behind the statistics is the desire of teens to stay connected by texting. A new survey, released this month by AT&T as part of the "It Can Wait" campaign, indicates that 97 percent of teens know texting while driving is dangerous, 43 percent of them admit to sending a text while driving, and 75 percent say the practice is common among their friends.

In the AASHTO video, the parents of 16-year-old Virginia native Hunter Garner discuss his death in the summer of 2007. Garner was a passenger in a car driven by another teen. National Organizations for Youth Safety Executive Director Sandy Spavone explains how her organization is empowering youth to reduce fatal teen crashes and Robert Sumwalt, National Transportation Safety Board member, tells viewers why teen driving is on the NTSB's "Top Ten Most Wanted List."

"We hope school officials, drivers education instructors, and parents will use this video to increase awareness about the consequences of risky behavior behind the wheel," said Horsley. "As we see from the statistics, summer is an especially dangerous time; however, we need to keep repeating this message, over and over again, throughout the year."

[Teen Driving in America: A Look Behind the Wheel](#).

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description, Location
June 11, 2012	Alive at 25 , Elmore County Sheriff/Marina Bldg., www.idsafedriver.org
June 12-13, 2012	Pedestrian/Bicyclist Law Enforcement Training , Nampa, ID contact donna.vasquez@itd.idaho.gov
June 14-16, 2012	Lifesavers Conference , Orlando, Florida, www.lifesaversconference.org
June 18, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
June 19-20, 2012	Pedestrian/Bicyclist Law Enforcement Training , Coeur D'Alene, ID contact donna.vasquez@itd.idaho.gov
June 20, 2012	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
June 23, 2012	Walk like MADD , Boise Veterans Memorial Park 8 am–12 noon www.walklikemadd.org/boise
June 23, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
June 30, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
July 2, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
July 16, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
July 18, 2012	Alive at 25 Workshop for Certified Instructors , Boise, Idaho
July 19-20, 2012	Northwest Alcohol Conference , Boise, Idaho www.northwestalcoholconference.org
July 24, 2012	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Sep 25, 2012	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Nov 20, 2012	Alive at 25 , Orofino Police Dept., www.idsafedriver.org

Quick Reference Guide – click on the topic to go directly to website.

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2010 Idaho Crash Report](#)

Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles
Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+Protection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving		http://www.nhtsa.gov/Aggressive
Motorcycles	www.idahostar.org	http://www.nhtsa.gov/Safety/Motorcycles
Senior Driving		http://www.nhtsa.gov/Senior-Drivers
Lane Departure	http://itd.idaho.gov/info/home_articles/safety_plan.htm	http://safety.fhwa.dot.gov/roadway_dept